

Tips, Hints, and Suggestions

Telephone Interview Tips

- Know who is on the other end of the line.
- Ask whether you are being recorded.
- Ask when and where the information will be used.
- Spell out difficult names and technical terms and phrases.
- Limit the time available for the interview.
- Be certain to ask for feedback from reporters to ensure that they have understood your points.

Radio Interview Tips

- A live interview is very different from a taped interview.
- Watch out for verbal pauses— “Uh,” “Um,” and “You know.”
- Radio will not be as in-depth as print.
- Be careful not to repeat the negatives in a reporter’s question.

Suggested Transitions

- “What I think you are really asking is...”
- “The overall issue is...”
- “What’s important to remember is...”
- “It’s our policy not to discuss (x), but what I can say is...”

Ten Rules for a Successful Interview

1. Be yourself.
2. Know your message.
3. Stick to your expertise.
4. Don’t be afraid to say “I don’t know.”
5. Avoid jargon, acronyms, and statistics.
6. Be brief and to the point.
7. Personalize your answers.
8. Never repeat or introduce a negative.
9. Answer questions with:
 - A conclusion
 - An explanation/transition
 - Your core message
10. Maintain eye contact.